



Daily News for Recruitment Professionals

<http://www.recruiterdaily.com.au>

Tel: (02) 9267 3800

Editorial - Jo Knox

Subscriptions and administration - Carla Cotter

Advertising - Kellie O'Donnell

KNOW HOW TO DRESS FOR SUCCESS

By Elena Reed, style & image consultant www.evolutzia.com.au

Whether you like it or not, "you will be judged on how you present", says image and business protocol specialist Elena Reed. Here we present her tips on personal presentation and how to dress for success.

Reed, whose company Evolutzia advises people on how to build a "sticky" personal brand, told the recent RCSA consultant conference series that it's essential to wear both the right colours for you and the right style.

Getting one element of this wrong is "like drinking fine French wine from a plastic cup - you never get the full benefit of the experience", she says.

The easiest way to tell what tones suit you is to hold yellow- and blue-based versions of the same colour up against you - it should be immediately apparent which one complements your own colouring. As a general rule, people whose skin and hair turn golden in summer look best in yellow-toned colours, she says.

Reed adds that Australian women "wear too much black" and should add some colour to their wardrobes. They should also ensure they have plenty of neutral-coloured clothing in their wardrobes which can be accentuated with colour.

"Neutral colours expand your wardrobe because they can be worn again and again without being remembered."

The next step is to ensure that your clothes are current in style, Reed says, as people perceive a correlation between an outdated look and inflexibility. "Wearing outdated clothes makes people think you are slow to react to new procedures and opportunities." (The same goes for accessories and hairstyles.)

The simplest way to choose the right style for you is to observe the shape of your face and body and note whether they have rounded or angular lines. 'Rounded' people should stick to curved collars and more flowing lines and patterns in their clothing, while 'angular' people can wear sharper lines and notched collars.

Accessories should add a 'wow' impact to your outfit, Reed says, "but avoid anything that dangles and attracts attention".

Copyright: Recruiter Daily/Elena Reed

You may use this article on your website or in your publication as long as the piece remains intact and includes copyright & weblinks

Prompted by a delegate's question, Reed said women should *a/ways* wear stockings or pantyhose, "even when it's hot". She says too much exposed skin on any area of the body "cheapens" your personal brand.

Men: Pay attention to detail

Men need to venture beyond blue and white shirts, Reed says. This season, they should try violet, mint and orange tones.

Ties should either pick up on a colour from your shirt or contrast with it, she says. "By wearing contrasting colours you say, 'I am creative, I think out of the box, I'm not afraid of new challenges.'"

Men should also consider what their accessories - pen, watch, diary etc - are saying about their personal brand and "*a/ways* ensure your shoes are polished", Reed says.

"People perceive that if you can look after your shoes, you can look after other details."